

Review of: "Managing the User Crowds: An Effectual Approach of Business Model Innovation and Platform Envelopment for Co-Creation on a New Multi-Sided Platform Firm"

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Potential competing interests: No potential competing interests to declare.

1. The last paragraph on the page 2 seems not detailed enough, and the content between the literature review and the contribution of this paper has not been highlighted.
2. More literature needs to be cited to support your viewpoint when proposing hypothesis such as "there will be opportunities for tying the services with certain bundle prices that provide optimal prices compared to those when the products or services are sold separately in different platforms." (2nd paragraph on the page 5)
3. The last paragraph on page 6 "BMI approaches. In an organizational setting matter, it is divided into two types, open and closed. An open organizational..." The conception of "open" and "close" should be introduced earlier, rather than after proposing hypothesis.
4. Some methods are needed to prove the correctness of the framework (Fig.3 Conceptual Model) proposed in this paper.
5. The content of the Conclusion section appears to be somewhat omitted, which is insufficient to reflect the research value of this paper.